

**BRANDLOGIK**

# THAT BREATH BEYOND

**BRANDING IN THE AGE OF  
DISRUPTIVE TECHNOLOGY**



# CONTENTS

## **STRATOSPHERIC**

Give your business some awe-inspiring velocity

## **BE OUTSTANDING**

Branding can make your business stand out

## **TOTAL PRODUCT EXPERIENCE**

Why everything you do matters

## **DISRUPTIVE TECHNOLOGY**

How your brand can win

## **AUTHENTIC BRANDS**

Some lessons from cinema

**If you're looking for a way to help your business take off, a way to help you reach the highest levels of your sector, you should think about how technology and design can help your brand go stratospheric.**

This is a disruptive age of technological breakthroughs, so a good way to make sure your business doesn't get held down by the gravitational pull of old thinking, is to have a data-driven 3D view of your brand.



# STRATOSPHERIC

**Your brand should be driving you forward rather than holding you back** and technology and great ideas can help you reach your destination and can give your business some beautiful, awe-inspiring velocity. We give you technology, branding and design to help you grow your business, which includes a full range of design agency services. We have lift-off!



# BE OUTSTANDING

**What makes a company different from another?** What makes a person different from any other person? And while we're at it, what makes a design agency different from all the other agencies out there too?

The difference for companies is branding. It's your brand that makes your business different from any other and sets you apart from the competition. Branding also makes it easier for you to get your messages across to your target audiences and helps your customers find you in the clutter and chatter of the web and social media. Branding can make you stand out.

If you think branding is all about your logo and the colours that you use, then it really time for you to think again. Branding is your logo, typefaces, imagery and the visual language that you use to communicate your brand. But branding is so much more than that.

**Branding is the essence of who you are and what you stand for.**

Branding is how you talk, and the tone of voice you use, as well as the content of all your communication. In short – branding is everything.

## **Everything you do is an important part of your brand and product experience.**

**Everything you do is an important part of your brand and product experience.** Your brand is how you speak and interact with your users and your customers. It's everything you do. **That's why in the always on, always connected, always accessible world – everything matters.**

This can of course pose a bit of a challenge for business owners and marketing professionals. You can't simply turn your brand on and off when you feel like it. You have to be flexible and think in fresh, evolving, often disruptive ways if you want to become, and continue to be, the best in your market, the best in your world.

Your branding helps you to connect better with your target audiences, helps you to listen to them and, whenever possible, anticipate their needs. And because you can learn from what your customers are thinking and saying about you, your products and services, you can try to make your brand that little bit better every day and make your communication better too.

**Branding helps you learn more about your customer and ultimately about yourself.**

It's not enough to have a pretty logo and use it in the right way every time. It's not enough to have fabulous integrated advertising campaigns if they don't drive your brand communication and help you learn more about your customer and ultimately about yourself – and find yourself and your business anew every day.

**Branding today is not static. It constantly evolves.** It's about imagery and content. It's also about having a web site that learns how users interact with it, and then uses that information to make better connections and experiences for the next user and the next.

Branding, design and technology have the power to transform your life and your business. Branding is about being outstanding.



**Branding today  
is not static. It  
constantly evolves.**

# TOTAL PRODUCT EXPERIENCE

## WHY EVERYTHING MATTERS

Everything that surrounds your service and your product can be described as part of your total product experience. Your website, the totality of your digital presence, including all your social media accounts, are all essential parts of your brand experience. This has implications for business owners of all types and brand managers in all business sectors, as there are some that haven't quite got the message yet.

If you're selling cars, a new flavour of cupcake, building materials, a cleaning service, or a digital app that will revolutionise the healthcare sector, in short virtually anything digital or analogue, your customers are today likely to be evaluating the digital experience that you offer them, as that's how they'll be initially experiencing your business.

**To be a successful twenty-first century brand, everything you do is important.**

Today the digital expression of your product is almost as important as the design of the product itself and the packaging and delivery method you use to get it to your customer. To be a successful twenty-first century brand, everything you do is important.

A large percentage of your customers are already online looking for value and not only value in terms of being cheaper than your competitor. They're looking for value in brands that can deliver more of their needs, more of the things that they want in a product or service, than they're already getting.

**Successful twenty-first century brands need to be always seeking ways to innovate their products** and offer extra value that their customers and their competitors haven't even thought of yet. To do this you always need to put your customer first, while not being afraid to make sure that what you offer is not just forward thinking, but profitable and worthwhile for your business.

As Forrester analyst James McQuivey says: '(We're) not suggesting innovation for innovation's sake, but that you're innovating in the interests of your customer while explicitly tying those interests of the company.' (See *Digital Disruption: Unleashing the Next Wave of Innovation*, 2013).

**'Social media in service of a product experience is not just media, it's the experience of the product itself.'**


What does this mean for you? It means that your website and your social media are part of the product and the service you offer. They are not some optional extras but an integral part of your brand experience.

Here's something to make you think: '...social media in service of a product experience is not just media, it's the experience of the product itself,' James McQuivey, (*as above*).

You see experts can always improve their total brand experience, even if it's simply through continuous improvements in SEO, or smarter use of Google AdSense.

And what about you? How proud are you of your design and digital presence in every area of your brand communication? When customers search for you and your product are you sure you're completely in control of the total product experience they're getting?





**Social media in service of a product experience is not just media, it's the experience of the product itself.**

# DISRUPTIVE TECHNOLOGY

## HOW YOUR BRAND CAN WIN

**If you think about it, in the disruptive world of Amazon and Apple, pretty much everyone is your competitor no matter what sector you're in.** But before you descend into paranoia and despair, there are many things you can do as a business owner, or marketing strategist, to make sure your brand still wins in the disruptive technology era.

You will already be aware of the companies that are innovating in your sector, and you know what they're doing that's different from you. You may even already be a market leader. But have you really thought about and researched the customer experience that your product or service offers, and really put yourself in your customer's skin?

**'You must move from merely using technology to get the job done to disrupting yourself and your market by depending on, exploiting and pushing the boundaries of technology.'**

The question for a successful brand owner is not only what your clients want now, but also what they'll want next and how will you can give it to them, even before they know they want it. Sounds difficult, I know, but it's really a matter of continuously questioning your clients' needs and being fast enough to anticipate them in ways that are practical and profitable for your business. Technology makes this process easier.

I remember several years ago talking with the managing director of the major saké producer in Japan to help him create a strategy to make the saké market in Europe more differentiated – more focused on brand and quality. It's no accident that, if you ask for saké in a restaurant like Wagamama today, you'll get something more than a lukewarm generic alcoholic drink.



# Brands win in a disruptive world by using digital tools as a means of production.

Today I would have used technology and social media to drive that process, but the use of technology is crucial for all brands now, as your customers are all already online and looking for new and better buying experiences. But just using technology is already not enough if you want to be a winning brand.

‘You must move from merely using technology to get the job done to disrupting yourself and your market by depending on, exploiting and pushing the boundaries of technology.’ (*Digital Disruption: Unleashing the Next Wave of Innovation*, by James McQuivey, page 139).

**Brands win in the disruptive technology world by using digital tools as a means of production, rather than as a means of consumption, and this applies to all territories and virtually all sectors.**

Our clients know that people buy experiences rather than simply buy products, and that everything that surrounds their product or service is an important part of the experience. People buy and seek out experiences, not just products, and the brand that wins offers a total product experience that benefits more people who buy it.

‘Digital disruption will no longer be a phenomenon to analyze, it will just be the way we live.’ (*James McQuivey, as above, page 149*).

**Brands that succeed in the digital age understand that people want to use technology as it makes their lives and their jobs a lot easier,** and for the B2B sector that includes other business people too. Technology can transform your life and your business and it can also make your brand succeed in the world of disruptive technology.

# **AUTHENTIC BRANDS**

**A LESSON FROM CINEMA**



It was while reading how exiled Iranian film director Abbas Kiarostami approached his work that I realised that the great filmmaker has something important to say to designers and marketing professionals in every sector. Kiarostami says 'in all my films not a single shot comes from cinema,' thereby highlighting that the freshness and originality of his vision doesn't come from other films, but from real life and his own experiences and emotions.

If you're a marketing professional or business owner, how often do you want to use the latest trend or marketing tool because you've seen it somewhere else, or read about it in a LinkedIn post and want that feature as part of your site and brand experience? Sometimes in the always-on rush of modern business, it's hard to stop and simply ask why.

## **Being authentic means creating a visual language that expresses your brand's values and personality.**

When it comes to your brand think about who you are and what you're planning to achieve with your business and then chose the tools that will help to get you there. Use the approach that will help you reach the targets you really want to reach, rather than one that's fashionable.

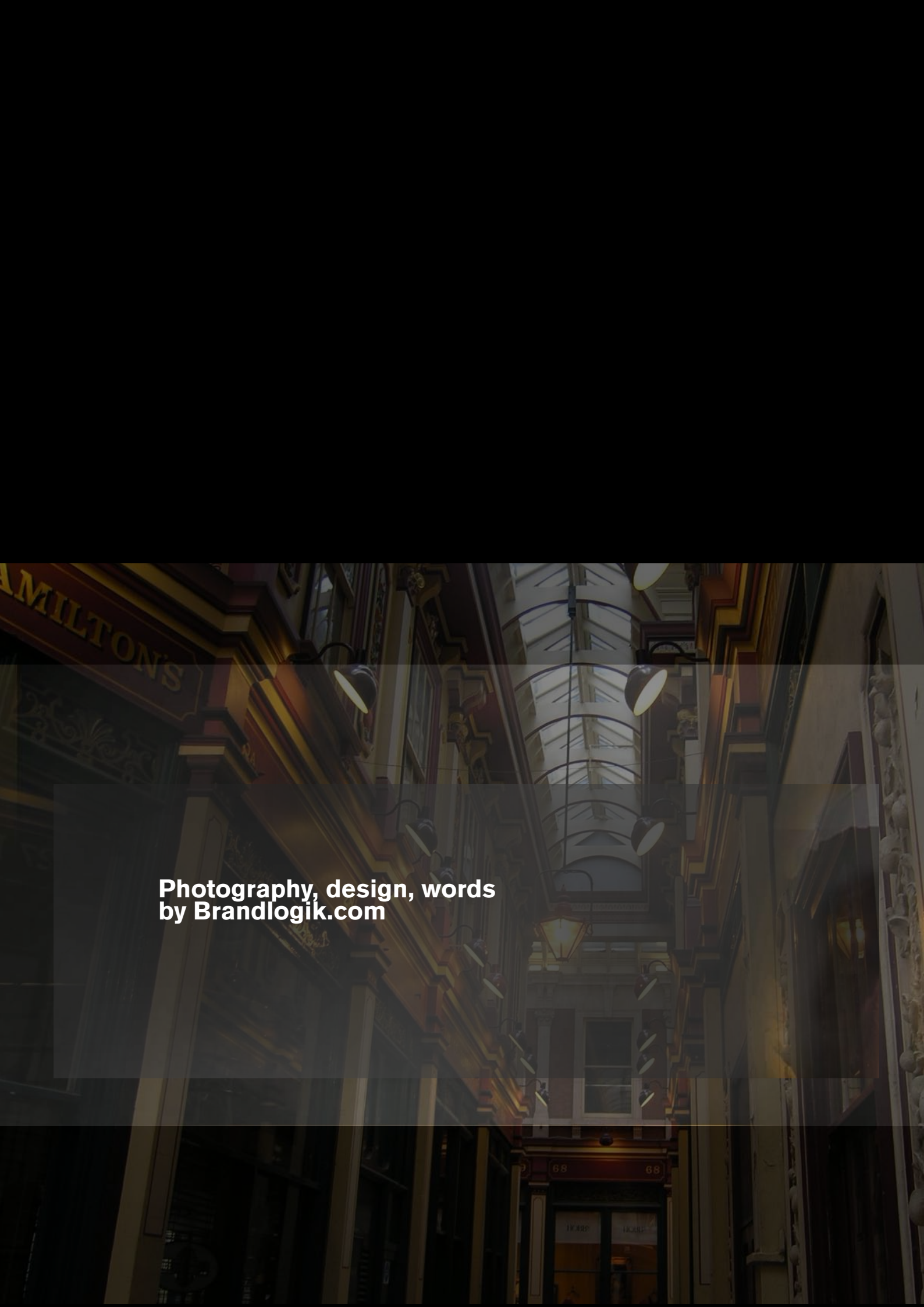
**For brands, an authentic approach means developing a design and visual language that really says who you are and what you do. It's not borrowed or reimagined from someone else – it's authentic for you and suits your brand's personality and your company's values.**

An authentic approach to design creates authentic brands – brands that don't need to borrow everything from somewhere else as they have a point of view they want people to know about and unique values they are confident in expressing.

# Your brand should be more than the strung together sequences from someone else's movie.

You'll find that if you take a Kiarostami approach, the people who use your products and services, or visit your site, will feel they are connecting with something real – something they can understand and relate to, as it's not simply something they've seen better executed elsewhere. By all means have influences, but learn from them rather than be overpowered by them, and celebrate the authentic voice of your personality and your brand.

'I am what I show to people' says Kiarostami showing us in his work an original view of life and of cinema. It's an approach we would do well to apply to each area of our own work and life, if we want to produce original thoughts, create new and cutting edge brands, or have authentic feelings that are **something more than the strung together sequences from someone else's movie.**



**Photography, design, words  
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